

## Certified DIGITAL MARKETING MASTER (CDMM) COURSE



**35,000+ PARTICIPANTS | 3000+ TRAININGS | 55+ COUNTRIES**  
**[SINCE 2009]**

# CDMM COURSE OPPORTUNITY

With over \$209 billion spend in online advertising globally, Digital Marketing is one of the fastest growing industries today. Asia is leading the trend with over 33.8% annual growth.

According to a recent report by eMarketer, the total number of Internet users globally will surpass 3.8 billion to reach 50% of the entire world's population. Organizations worldwide are waking up to the opportunity of this revolutionary medium to fulfill various business objectives ranging from Sales, Marketing, CRM, Product Development and Research. This has created an ever increasing demand of skilled Digital Marketing professionals.



If you are a Business Owner, a Sales & Marketing professional or a Student who is serious about leveraging Digital Marketing for personal or organizational growth then CDMM course is for you.

This course will help you build mastery in various disciplines of Digital Marketing - SEO, SEM, Social Media, Email Marketing, Inbound Marketing & Web Analytics. CDMM supplements you with additional specialization modules to strengthen your skill-set based upon individual's objective.

## SALIENT FEATURES



100+ Hours of Live Classes



Vskills (Govt of India) Certified Course



Placement for Freshers & Professionals with upto 2 Years Exp.



72,000 INR + free worth Digital Marketing Tools (*Limited period access*)



140+ Hours of Hands-on Assignments



Lifetime Access to Latest Content



12+ Industry Certifications (inc Google, Facebook & LinkedIn)



24 x 7 Support through Discussion Forum

# WHO SHOULD ATTEND?

If you are one of the following who is looking for leveraging Digital Marketing for personal or organizational growth, then CDMM course is for you:

- › Marketing Professionals
- › Sales Professionals
- › Business Owners
- › Entrepreneurs
- › Digital Marketing Professionals
- › Students



## COURSE CURRICULUM

### CORE MODULES



SEARCH ENGINE  
OPTIMIZATION  
(SEO)



SEARCH ENGINE  
MARKETING  
(Google AdWords)



SOCIAL MEDIA  
MARKETING



EMAIL  
MARKETING



INBOUND  
MARKETING



WEB  
ANALYTICS

# SPECIALIZATION MODULES



Facebook Marketing  
In association with

**facebook**



How to Become a Freelancer  
in Digital Marketing?

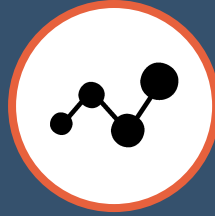


Content Marketing  
In association with

**LinkedIn**



Affiliate  
Marketing



Programmatic  
Marketing



E-commerce Listing &  
Marketplace Selling



Media Buying and  
Planning



Integrated Digital  
Marketing Strategy



How to Create an  
Infographic Resume?



Adobe Analytics -  
SiteCatalyst



Lead Sourcing

# CDMM EXAM DETAILS

There is no prerequisite to earn the CDMM certification. You could be a student, an entrepreneur or a working professional and once you have completed CDMM Program, you will be eligible to take CDMM Online exam. Find below the key details of the exam.



Exam Duration: 60 minutes



Maximum marks: 50,  
Passing marks: 35 (70%)



There is NO negative marking



No. of questions: 50



Schedule as per wish & appear from anywhere you wish



Successful completion of all assignments

## PLACEMENT SERVICES

We partner with an overwhelming number of organisations who trust us to fill their Digital Marketing manpower needs. We just do not create and send candidate resumes to organisations with relevant vacancies, we mentor our students throughout the hiring process.

### Placement Process



The candidate's resume is refined and polished as per Market Standards. This helps him to be relevant to current day market needs.



The Resume is then shared with relevant organizations by our placement team.



The organization selects the resumes that they like & follow it up with an initial round of discussion with the candidate informing him of the job profile.



Finally, the candidate is trained to sit in both the initial screening test and the final interview. This ensures that the right talent is connected to the right opportunity.

# PARTICIPANTS WORK AT

SONY

accenture

Digital Vidya



CAR DEKHO

YAHOO!

Google

LinkedIn



Many More...

## COURSE SCHEDULE

Upcoming Batches	Live Sessions	Timings
Sunday Batch	Every Sun	10:00 AM - 1:30 PM (IST/GMT +5:30)
Saturday Batch	Every Sat	10:00 AM - 1:30 PM (IST/GMT +5:30)
Weekday Batch	Every Tue & Thu	8:00 PM - 9:30 PM (IST/GMT +5:30)

Please refer to [www.digitalvidya.com](http://www.digitalvidya.com) for course dates and availability of seats.

## COURSE FEE & REGISTRATION

Fee: INR ~~58,900~~ 49,900 (+18% GST)\*

\*Limited Time Offer

Payment Modes: Credit/Debit Card, Bank Transfer or Cheque

How to Register?: Call at +91-80100-33033 or mail at [info@digitalvidya.com](mailto:info@digitalvidya.com)

# TRAINING CURRICULUM

Number of Training hrs in Core Modules: (78 hours Live Sessions + 13 hours Quizzes + 120 hours Tasks)

## 1. SEARCH ENGINE OPTIMIZATION (SEO) *4 Weeks*

### INTRODUCTION TO SEO

#### How Search Engines Work

- › Indexing & Crawling Basics
- › Optimizing Crawl Budget

#### Intro to SEO

- › Organic Search vs. Paid Search Results
- › Anatomy of a Search Result (Search Snippet)
- › What is On-page SEO (Content, Architecture, HTML)
- › What is Off-page SEO / Link Building (Social, Content-based, PR)

#### Keyword Research

- › Finding Seed Keywords: Mind Map for Keyword Research
- › Using Wikipedia, Forums for Keyword Research
- › Keyword Research Process - Identify SeedKeywords, Collect metrics, Map Keywords
- › Google Keyword Planner Tool

### ON-PAGE SEO

#### HTML Basics

- › Web Page Basics: What is HTML, JavaScript, CSS
- › Basic HTML Tags to create a web page
- › HTML Tags for SEO: Title, H1, META Tags, IMG, A

#### On-page SEO

- › Title, H1, Meta Description, Keyword Usage
- › Crawling: XML, HTML Sitemaps, Robots.txt
- › Content Clusters (Creating SEO-based content)
- › Negative on-page to avoid

#### Technical SEO

- › URL Architecture
- › Page Speed Analysis (GTmetrix / YSlow / Google Page Speed Insights)
- › 301 Redirects

#### Mobile SEO

- › App Store Optimization
- › Mobile Websites : Responsive, Adaptive, Dynamic
- › Optimizing for Voice Search

#### Schema Markups

- › What is Schema & Why is it relevant to SEO.
- › Schema Types - Micro, JSON-LD
- › Common JSON Schema Tags - Organization, Website, BlogPosting, LocalBusiness
- › How Schema shows up in SERPs

### OFF-PAGE SEO

#### Link Building

- › What is Link Building
- › Link Building Tactics
- › Manual Link Building Process
- › Link Building Metrics

#### Social SEO

- › Quora
- › YouTube Video SEO
- › Slideshare, Scribd and other social channels for SEO

#### Local SEO

- › What is Local SEO, Pigeon Update
- › Google My Business, Bing Places
- › Local Pages on your website
- › Local listings / citations

#### SEMrush.com Backlink

- › Backlink audit of one website
- › How to audit backlinks of competitors and gain

### SEO AUDIT, TOOLS, MEASUREMENT

#### SEO Audits

- › What are SEO Audits.
- › Different Types of SEO Audits.
- › Complete SEO Audit with Checklist - Screaming Frog SEO Spider, SEMRush Backlink Audit, Page Speed Audit with GTmetrix / Google Page Speed Insights, Mobile Site Audit

#### Google Search Console

#### Algorithm Updates

- › History of Google Algorithms
- › Panda, Penguin, Pigeon, Caffeine updates
- › RankBrain and the Future of SEO



## Measurement with Google Analytics

- Basics of Google Analytics
- SEO Metrics to Measure - On-page, Off-page, Technical
- SEO Reporting

## SEO Resources, Careers in SEO

- Top Blogs to follow for SEO
- Free Learning Resources-Moz, Google Analytics
- A career in SEO

# 2. SEARCH ENGINE MARKETING (SEM) *5 Weeks*

## INTRODUCTION TO SEM – FUNDAMENTALS & CASE STUDIES MOBILE AD CAMPAIGNS

- Consumer Journey
- What is SEM? Why SEM?
- What is Google AdWords? Why Google AdWords?
- Google Network
- AdWords Terminologies
- How Does the SEM Auction Work?
- Structure of an AdWords Account
- Campaign Types – Introduction to Search, Display (including Videos),
- Shopping and Mobile-specific campaign types, and when/why to use them.
- Creation of Search Network Campaign

Ad  
Ad Formats  
Ad Text Policies  
Ad Text Best Practices  
DKI  
Ad Extensions  
Keyword Research  
Tool – Keyword Planner & Estimator  
Keyword Match types  
Keyword Strategies  
Landing Page  
Bidding and Budget  
Optimizing the SN Campaign using the KW Planner, Match types, Ad Text best practices, etc.

- Universal App Campaigns
- Mobile-Specific Bidding and Targeting Strategies
- Measuring Mobile Ad Performance and Conversions Report Editor
- Optimization Strategies
- Account Audit Demo

## SHOPPING CAMPAIGNS - INTRODUCTION

- What are Google Shopping Ads /Product Listing Ads?
- Where do they appear on Google? What Shoppers on the internet do?
- What retailers need? – New Advertising technologies
- Google Shopping set retailers up for success
- Features of Google Shopping Why PLA's? And the path to create PLA Ads
- Merchant Centre Steps
- Create Shopping Campaign on Google AdWords
- Track Performance and Optimize the Campaigns

## CREATION OF GOOGLE DISPLAY NETWORK

- GDN Targeting Options
- Display Ad Formats
- Ad Gallery Tool
- Conversion Tracking
- GDN Campaign Creation - Demo
- Remarketing
- Advanced Display: RLSA, Dynamic Remarketing, YouTube Remarketing
- Advanced Display: Smart Display Campaigns

## YOUTUBE MARKETING - INTRODUCTION & AD FORMATS

- YouTube Ad Formats
- YouTube Campaign Creation
- YouTube Analytics
- Video Campaign Optimization Tips



# 3. SOCIAL MEDIA MARKETING (SMM) 5 Weeks

## GETTING STARTED WITH SOCIAL MEDIA MARKETING

### Introduction to Social Media

### Facebook Marketing

### Creating Content for Facebook & Social Media

- Why Content is the foundation of SMM
- Psychology of Social Sharing
- Building Content That is Inherently Shareable

### Tools for Content Creation

## FACEBOOK MARKETING

### What is Facebook Marketing

- Facebook Page Best Practices
- KPIs to measure success
- Facebook Insights
- Facebook Business Manager

### How does Facebook Advertising Work?

- Facebook Ad Campaign Objectives
- Facebook Ad Targeting

## INSTAGRAM & LINKEDIN MARKETING

### Marketing on Instagram

- Optimizing your Instagram business profile
- Crafting an Instagram content strategy
- Best Practices
- Influencer Marketing on Instagram
- Analytics & Measurement
- Instagram Ads

### LinkedIn as a Marketing Platform

- LinkedIn for Personal Branding
- Brand Marketing on LinkedIn
- LinkedIn Company Pages
- LinkedIn Advanced Search
- LinkedIn Premium
- LinkedIn Ads

## TWITTER AND SNAPCHAT MARKETING

### Twitter Marketing

- Twitter Marketing for Brand Awareness
- Twitter Ads
- Twitter Analytics
- Twitter Tools - Crowdfire, Tweriod, Hashtagify, Ritetag, TweetReach & TweetArchivist

### Snapchat Marketing

- Snapchat for business
- Building a following
- Driving Engagement
- Analytics & Measurement

## PINTEREST MARKETING & CREATING A SUCCESSFUL DIGITAL MARKETING STRATEGY

### Pinterest Marketing

- Pinterest for business
- Marketing on Pinterest
- Best Practices
- Leveraging Rich Pins
- Analytics & Measurement

### SMM Tools

- Hootsuite
- Buffer
- Tweetdeck
- SproutSocial

### Crafting a Successful Social Media Strategy

- 10-step framework to crafting a successful SMM strategy
- Building Content That is Inherently Shareable
- Creating Content for multiple platforms
- Generating content ideas and building a plan
- Effective Content Distribution
- Evaluating success

## 4. EMAIL MARKETING 3 Weeks

### DELIVERABILITY

- Setting-up an Email Marketing Machine
- ISPs, Hosting Facility and MTA
- IP/DNS and Shared vs. Dedicated IPs
- MX Record, Whitelisting, Response Handlers and Bounces

### EFFECTIVE EMAIL CONTENT

- Conversation
- Relevance
- Incentives
- Timing
- Creative & Copy
- Attributes

### CUSTOMER ACQUISITION STRATEGIES

- Rented List Emails
- Co-branded Emails
- Third Party Email Newsletters
- Viral Emails
- Event Triggered Emails
- House E-newsletters

### EFFECTIVE CREATIVE INTRODUCING

- CRABS- Does your Emails have Crabs?
- Email Template Model
- Best Practices
- NLP Demonstrations (Neuro Linguistic Programming) to Understand Customers Better

### NURTURING & AUTOMATION

- Tools to Enhance Lead Nurturing
- Enhance Better Reach
- Analyze Behavior Patterns
- Analytics
- Automation and More

### RESOURCES TO DO SITUATIONAL ANALYSIS AND PROGRESSIVE UPDATES

- Customer Personal Toolkit
- Complete Email Marketing Worksheet
- Content Editorial Calendar
- Digital Marketing Strategy Toolkit
- Email Contact Strategy Template
- Email Campaign Calculator
- Email Marketing Health Check
- Structuring Digital Marketing Team
- Web Resources to Improve Subject lines, HTML Codes, Spam Testers and Deliverability Issues

### EMAIL AUTOMATION

- Introduction to Automation
  - What is Automation?
  - How does it Work?
  - What are the Benefits?
- Choosing an Automation Platform
  - Features & Functions Available
  - What are Workflows? How to Create a Workflow?
  - Cost
  - Most Widely Used Platforms
- Simple Automation Functions from MailChimp
  - Click to Reply Options - Demonstrated
  - Other Features Explained
  - Results - Demonstrated - Practical

# 5. INBOUND MARKETING *4 Weeks*

## ATTRACTING YOUR POTENTIAL CUSTOMERS INTO CONVERSION FUNNEL

- Various Ways to Build Reach Through Digital Marketing
- What are Engagement Magnets?
- How to Identify Right Set of Engagement Magnets for your Business?
- Effectiveness of Various Engagement Magnets
- Digital Reach Building Strategy Through Inbound Interest Generation

## CONVERTING YOUR PROSPECTS INTO LEADS USING EMAILS

- What is Audience Aggregation?
- Benefits of Audience Aggregation
- How to do Audience Aggregation Through Emails

## LANDING PAGE

- Conversion Oriented Landing Page Design
- Investment in Landing Page
- Is it for me?
- What is it?
- Critical Concerns to Address on Landing Page-
- What's the Next Step

## CONVERSION OPTIMIZATION

- Role of Conversion
- Understanding Customer Psyche
- Conversion Optimization
- User Flow and Persuasion
- Online Persuasion
- True Meaning of Landing Page User Flow and Online Persuasion

## CONVERSION OPTIMIZATION PATTERNS FOR ENGAGING WEBSITE VISITORS

- Patterns for Engaging Website Visitors
- Pattern #1 - Pop-Ups
- Pattern #2 - Pop Under Call-to-Action
- Pattern #3 - Inside Article CTA

## LIFECYCLE EMAILS

- What are Lifecycle Emails?
- Where do Lifecycle Emails fit in?
- Tools used for Lifecycle Emails
- Lifecycle Emails – Case Studies
- Lead Nurturing with Drip Email Marketing: Implementation

# 6. WEB ANALYTICS *5 Weeks*

## INTRODUCTION

- What's Analysis?
- Is Analysis Worth the Effort?
  - Small Businesses
  - Medium and Large Scale Businesses
- Analysis vs Intuition
- Introduction to Web Analytics

## GOOGLE ANALYTICS

- Getting Started With Google Analytics
- How Google Analytics Works?
- Accounts, Profiles and Users Navigation
- Google Analytics
- Basic Metrics
- The Main Sections of Google Analytics Reports
  - Traffic Sources
  - Direct, Referring, and Search Traffic
  - Campaigns
  - AdWords, AdSense

## CONTENT PERFORMANCE ANALYSIS

- Pages and Landing Pages
- Event Tracking and AdSense
- Site Search

## VISITORS ANALYSIS

- Unique Visitors
- Geographic and Language Information
- Technical Reports
- Benchmarking

## SOCIAL MEDIA ANALYTICS

- Facebook Insights
- Twitter Analytics
- YouTube Analytics
- Social Ad Analytics /ROI Measurement

## ACTIONABLE INSIGHTS AND THE BIG PICTURE

- Recap of Google Analytics Reports & Tools
- Finding Actionable Insights
- Getting the Organization Involved
- Creating a Data-driven Culture
- Resources
- Common Mistakes Analysts Make
- Additional Web Analytics Tools

## SOCIAL CRM & ANALYSIS

- Radian6
- Sentiment Analysis
- Workflow Management
- Text Analytics

## DIGITAL ANALYTICS

- WebMasters
- AdWords Reports, Custom Reports
- Dashboard and Segmentation
- Multi-Channel Funnels Reports Attribution Modelling and Reports

## PLATFORM PRINCIPLES

- The Platform Components
- The Data Model
- Measurement Protocol Data Collection
- Importing Data into Google Analytics
- Reporting APIs and Report Sampling

# SPECIALIZATION MODULES

Number of Training Hours in Specialization Modules: (27 Hours Live Sessions + 6 Hours Quizzes + 25 Hours of Tasks)

## 1. Facebook Marketing- In Association with Facebook 2 Weeks

### ➤ Introduction to Marketing

Start by understanding the importance of planning your business marketing strategy. This module covers finding your business' USP, defining your audience and developing a strategy around marketing funnel.

### ➤ Facebook Pages and Post Best Practices

Learn how to connect with people by planning your Facebook Page and understanding how it is structured to make the maximum use of it.

### ➤ Facebook Ads - Campaign Objectives

For each Facebook Ad, you have multiple objectives to choose from. This module helps you build right objectives based on each business objective.

### ➤ Facebook Ads - Targeting Audiences

Understanding your audience is a challenge for many businesses today. But developing a marketing plan without a knowledge of your audience is a step to failure. Segment your audience and target the right audience with this module.

### ➤ Facebook Ads - Impactful Creatives

Make an impact with creatives and know the different ad formats which look good on all devices.

### ➤ Facebook Ads - Optimization and Reporting

With this module, measure your adverts and get business insights to optimize how you are connecting with your audience.

### ➤ Facebook Ad Policies

Get in-depth understanding of Facebook Ad policies, ad disapproval, account status and Facebook support for a smoother journey.

### ➤ Facebook Messenger

Connect and engage with your new or long term customers on Facebook to get results. Offer them suggestions, support, engage with them or encourage purchase from one messenger.

### ➤ Facebook Shop

Plan and structure your Facebook shop to manage and sell more products with Facebook.

### ➤ Building Brand Awareness

Build your brand with Facebook to connect with people where they are- Facebook and Instagram. Plan your targeting, creatives, placements for brand awareness.

### ➤ Driving In-store Footfall

Build Facebook campaigns to drive traffic to your offline store. Learn how to develop a local campaign and sell more with Facebook.

### ➤ Facebook Pixel

Measure conversions, optimise ad delivery, automate audience building and do more with Facebook Pixel. Learn and work on Pixels with this module and get more insights on how people are using your website.

### ➤ Driving Online Sales

Learn how to get more sales and drive traffic with remarketing campaigns, targeting, creatives and placements and ad formats.

### ➤ Generating Leads

This module guides you through creating a lead generation campaign to drive results for your business.

## 2. Integrated Digital Marketing Strategy *2 Weeks*

Build an Integrated Digital Marketing Plan by understanding how to work on the concepts of conversions, define objectives, measure, evaluate and tweak your plan. You will also learn how to execute the strategy, what is the skill set required, how you can outsource your marketing activities.

- Introduction
- The Customer
  - India demographics: overall market view
  - b. India on Digital - digital trends: internet users, male v/s female, age groups,
  - c. Devices, multi screening,
- Marketing Principles: AIDA, Purchase Cycle, Moments of Truth
- Recap of Various Digital Channels: Digital POEM
- Creating Digital Moments of Truth – AHA Moments
- Digital Strategy: Branding v/s Acquisition. What would differ?
- Analytics– (20 minutes)
  - a. Measurement: What do you measure? how can you measure (site analytics, cross device) – sneak peek into the technology that powers this (cookies, user identity)
  - b. Attribution: various models, cross device
- Case Study: A look at the web presence of Starwood Hotels (more engagement less transactional)
- Campaign Optimization – Test, Learn, Deploy what works. Repeat
  - a. Kinds of tests
- Case Study: A look at the web presence of Makemytrip (acquisition focus, less engagement)
- Trends
  - a. What are people doing on the internet,
  - b. Power of the internet (Arab Spring, #MeToo, US Elections, branded: Jago Re, internet brands – one plus)
- Tools for measurement

## 3. How to Become a Freelancer in Digital Marketing? *2 Weeks*

Learn how to sell digital marketing services by assessing the brand's necessity of reach out to the customers. You will generate customised reports, evaluate other digital marketing service providers and prepare metrics to track performance.

- Assessing Brand's Necessity To Utilize Digital Marketing Services
- Assessing How The Brand Is Currently Reaching Out To Customers?
- Generating Custom Reports & Automated Reports
- Evaluating Other Digital Marketing Services Providers
- Creating Customized Presentations and Proposal
- Setting Expectations and metrics to track performance

## 4. Media Buying & Planning *2 Weeks*

- Setting up the objectives
- Understand the key tasks to draft an “awesome” digital media plan
- Segmentation & targeting of the audience
- Best practice to execute the campaigns post the media plan
- Understanding of multiple formats & appropriate for our targeted digital platforms.

## 5. E-commerce Listing and Marketplace Selling *2 Weeks*

Explore how the billion dollar industry of online market is shaping up. How do we be a part of the new age e-tail? The pros and cons of listing online/marketplace model and brand's own website. This module will help you understand the various Models that Exist and how to setup your own store and how to drive marketing campaigns for conversions and sale.

- › Learn how the billion dollar industry of online market is shaping up. How do we be a part of the new age e-tail?
- › Understanding Different Models - Individual Brand Store and Marketplaces
- › Creating Your Own Store with Shopify
- › Solutions for Payment Gateway /Shipping /Order Fulfillment and other business Needs.
- › Marketplace walkthrough
- › Marketplace Listing /Sign up Process
- › Live Demonstration of Marketplace Panels
- › Understanding Multi Channel Retail and Solution Walkthrough
- › Understanding concept of Dropshipping with case Studies.
- › Advanced Facebook Ad Funnels for Driving Ecommerce Sales and Conversions.
- › Going Global and Selling Cross Border with your products.

## 6. Affiliate Marketing *2 Weeks*

You will be introduced to Affiliate Marketing, Models of Affiliate Marketing. Study how to generate and convert leads. In the session guidance to success with Affiliate marketing will be provided.

- › Definition
- › Purpose/Where and why is Affiliate Marketing used
- › Resources required to get started with Affiliate Marketing
- › Top Players in the market for Affiliate Marketing
- › Re Brokering and Payout models
- › Segregation of Affiliate Marketing
  - Web
  - Mobile
- › Overall Affiliate Marketing Budget and strategy planning
- › Facts and Current industry numbers for Affiliate Marketing industry
- › Global leads and affiliate marketing programs you can join today

## 7. Programmatic Marketing *1 Week*

Familiarize yourself with Evolution & Growth of Programmatic Advertising. Know how real-time bidding works, its types, its advantages and challenges and myths related to programmatic

- › Evolution & Growth of Programmatic Advertising
- › Understanding Real-time bidding
- › How Programmatic Advertising Works
- › Types of Programmatic Advertising
- › Advantages and Challenges
- › Myths of Programmatic Advertising



## 8. How to Create an Infographic Resume? *1 Week*

Gives yourself the ultimate advantage in a competitive job market by strategically designing your resume to convey specific information in a visually compelling manner. Create a brand new designer resume with our power packed Infographic resume module.

- › Your outstanding Infographic Resume Toolkit
- › Learn basics of Infographic
- › Learn to convey information Quickly and Clearly
- › Learn to hold attention with bespoke text and design
- › Knowledge about open source design software

## 9. Adobe Analytics - SiteCatalyst *1 Week*

Learn how to use Adobe Analytics to analyze data of your digital platform and strategies digital marketing plans for your business based on the results.

- › Why do you need to analyze data of your digital platform?
- › Calibrate the digital marketing strategies on the basis of results
- › How to create a digital measurement strategy?
- › How to utilize the best of class tools to understand the needs of your audience and cater to them with the relevant products and services?
- › How to measure the ROI from different marketing channels?

## 10. Lead Sourcing *1 Week*

- › How To Use Google To Source Information
- › How To Use Google To Ping Specific Domains For Information Such As Email Ids
- › How To Validate Email Ids
- › How To Source Segmented Database (however Possible)
- › Learn To Source Email Ids Of Anyone Who Represents A Corporation.
- › Understand how to Source Information Directories
- › Learn About Known Sourcing Softwares/apps/plugins
- › Learn How To Use Sourced Databases.

## 11. Content Marketing Course - In Association with LinkedIn *1 Week*

You will identify the myths about Content Marketing and know the tactics to create “Good” Content. You will learn to develop a Framework to begin a content marketing program, show ROI for content programs. Also, explore key resources and tools to create and curate content with this module.

- › Myths about Content Marketing
- › Identifying & creating “Good” Content
- › Framework to begin a Content Marketing Program
- › How to show ROI for content programs
- › About key resources and tools to create and curate content

# ASSIGNMENTS

## Search Engine Optimization

**Duration:** 8 Hours

**Assignment Promises:**

- Research the right keywords to get your website ranked better on Google.
- Analyse your website pages and implement on-page SEO techniques.
- Identify your competitors and analyse their websites to build competitive advantage.
- Learn local SEO and Mobile SEO to target users specifically.
- Identify the keywords and strategies implemented by your competitors.

**Tools you will be Exploring:**

- RankWatch
- Google Keyword Planner
- Broken Link Checker

## Search Engine Marketing

**Duration:** 15 Hours

**Assignment Promises:**

- Set up Google AdWords Account to run ads on Google.com and Google's associated properties.
- Understand how to create ad-groups, write catchy ad text and select keywords to run and optimise your ad campaign's performance.
- Create and run responsive ads on Google Display Network to show your ads on all devices.
- Create in-stream and video discovery ad to target audience based on demographics and interest.
- Sign up for Merchant Center account and create an ad group to run Google shopping campaign.
- Connect your marketing objective to AdWords solutions to achieve a business's objective.

**Tools you will be Exploring:**

- Google AdWords
- Merchant Center

These assignments will require running live Ad Campaigns on Google by spending Rs 1000.

## Social Media Marketing

**Duration:** 10 Hours

**Assignment Promises:**

- Learn to create a profitable Facebook page that converts the viewers into customers.
- Build your network of existing customers and potential customers while making yourself reliable in the eyes of audience.
- Post impactful content on Social Media networks to target the audience and provoke them to make purchase.
- Create and run effective ad campaigns to target the relevant audience who are interested in your offering.
- Build your fan base on Twitter to create buzz about your business and products.

**Tools you will be Exploring:**

- Canva
- HootSuite

These assignments will require running live Ad Campaigns on Facebook by spending Rs 500.

# Email Marketing

**Duration:** 8 Hours

**Assignment Promises:**

Become hands-on on Legal Aspects involved in sending Emails in various countries Never let your emails land in Spam Folders - Be equipped with key techniques Start to manage your emails professionally using MailChimp

**Tools you will be Exploring:**

MailChimp  
Google Advanced Search  
Chrome Extensions: Clearbit Connect, Anymail finder, Email Extractor, VoilaNorbert, Email Generator  
SPF Validation Tools

# Inbound Marketing

**Duration:** 10 Hours

**Assignment Promises:**

Learn secret techniques to multiply your reach without increasing your Ad budget.  
Learn the step-by-step approach to nurture your emails contacts automatically.  
Build an effective Landing Page  
Strategize workflows and create them using HubSpot  
Enable lead qualification through lead scoring for your business

**Tools you will be Exploring:**

Hubspot

# Web Analytics

**Duration:** 8 Hours

**Assignment Promises:**

Understand how data can be presented in a story telling format and share your observations  
Set up Google Analytics account to create a measurement model for business/blog  
Check and review business's real time, audience, acquisition and behavior report  
Get yourself registered on Google Merchandise Store and understand the dashboard  
Draw your campaign lifecycle and design a campaign outreach plan based on analytics data

**Tools you will be Exploring:**

Google Analytics  
Google Merchandise Store

# Facebook Advertising

**Duration:** 8 Hours

## Assignment Promises:

Strategize and launch your Facebook Page and Ad Campaign Design Impactful creatives, run ads and optimise your campaigns based on your performance. Build brand awareness for your brand and use Facebook Messenger and Facebook Shop Get more conversions online and offline with Facebook.

## Tools you will be Exploring:

Google Analytics  
Google Merchandise Store

# Build Your Blog & Promote Your Blog

Just after the registration, the participants are requested to register their already existing blogs/businesses. For those without an existing online property, it is mandatory that they build one. For this, we help them through our Build Your Blog course which is a 2-hours long course. We also have a self-paced course with 6 Pre-Recorded lessons on ways to Promote Your Blog.

## Build Your Blog

**Duration:** 2 Hours

### Assignment Promises:

Decide the topic of the blog  
Buy domain name or take a free sub-domain name from Digital Vidya  
Host the Blog on AWS and add \$ 100 credit provided by Digital Vidya  
Import 5 blog posts based on their blog topic from other websites  
Update theme and Logo. Create an email for the domain.  
Install all necessary plugins including Google Search Console, Google Analytics, Discus, Author Tag

## Promote Your Blog

**Duration:** 5 Hours

### Assignment Promises:

Write your first blog post + SEO  
Social Media Profiles and Content Sharing  
Promoting the blog through E-Mails  
Promotions via Facebook Ads  
Traffic Analysis using Google Analytics  
Creating a Content Strategy

*Also, participants need to spend a minimum of INR 2,000 to run the ads and buy a domain name. The breakdown is shared below:*

Domain: INR 500  
Facebook Ads: INR 500  
Search Ads: INR 500  
Display Ads: INR 500

*The amount is the minimum spend of what is expected from our participants, the spend may vary based on what domain is selected, how the ads are run by participants.*

# CASE STUDY EXERCISES

60+ Hours Industry Case Study Exercises

Digital Vidya has identified top Digital Marketing Campaigns in recent times. We have worked with the implementation team of each of these campaigns and designed 60 hrs of case studies Exercises. You will create a Business Case Solution in each individual exercise.

## SMM Case Study Exercise:



**Duration:** 20 hours

### Learning Outcomes:

- Generate a perfect idea to create a rewarding social media marketing campaign.
- Learn to connect your social media marketing campaign with a special event to ensure maximum attention from the audience.
- Identify the best ways to get user-generated content.
- Choose the most relevant social media channels for your campaign to ensure better results with minimal effort.

## SEO Case Study Exercise:



**Duration:** 20 hours

### Learning Outcomes:

- Gain competency in improving search engine rankings of your website content and blogs.
- Implement Learn to get your content indexed in search engines frequently.
- Learn to analyze which web pages are working well and which need improvement.
- Research and shortlist best keywords to make your content searchable.

### Tools you will be Exploring:

- Google Analytics
- Google Keyword Planner
- Google Search Console

## SEM Case Study Exercise:



**Duration:** 4 hours

### Learning Outcomes:

- Create an effective search engine marketing campaign to target relevant people.
- Learn to set appropriate budget to get the most out of your campaigns.
- Analyze the performance of your campaigns and keep track of the conversions.

### Tools you will be Exploring:

- Google Keyword Planner
- Google AdWords

## Email Marketing Case Study Exercise:



**Duration:** 8 hours

### Learning Outcomes:

- Create appealing content for your promotional emails.
- Learn to properly segment users based on their demographics and interests.
- Create relevance of your product for the prospects to convert them into customers.

### Tool you will be Exploring:

MailChimp

## Web Analytics Case Study Exercise:



**Duration:** 4 hours

### Learning Outcomes:

- Discover ways to turn your website into a conversion tool that ensures sales.
- Identify the geographies from where your website traffic is coming from.
- Analyse the interaction of the visitors with your website.
- Assess the points of improvement and update your website to deliver better experience.

### Tool you will be Exploring:

Google Analytics

## Inbound Marketing Case Study Exercise:



**Duration:** 8 hours

### Learning Outcomes:

- Take the bird's eye view of the Inbound Marketing strategies adopted by big brands.
- Create a next level Inbound Marketing strategy for your business.
- Create an appealing landing page to get targeted people landed on your website or product page.

### Tool you will be Exploring:

Unbounce Landing Page Builder

# CERTIFICATIONS



Vskills (Govt. of India) Certification



HubSpot Inbound Marketing



Content Marketing - In Association with LinkedIn



Digital Vidya's Online Completion Certificate for all the 6 Modules

(Soft-Copy) - Provided after completion of course

## Google Certifications

Google offers multiple certification exams in Digital Marketing Domain. Digital Vidya course will help you prepare (and pass) the following exams:



AdWords Fundamentals



Search Advertising





## Display Advertising



## Shopping Advertising



## Video Advertising



## Google Digital Sales Certification



## Google Analytics Individual Qualification (GAIQ)



## Facebook Marketing Certification

## Facebook Advertising Core Competencies

## Facebook Certified Buying Professional

## Facebook Certified Planning Professional Exam

**Note:** The cost to appear for Facebook Blueprint Certificate & Vskills certification is not included in the course fees. Participants will have to pay to Facebook & Vskills directly while scheduling the exam.

# EXPERTS PLUGGED IN

It takes years of practice, hardwork, sheer dedication and ultimate patience that are the resultant factors turning an individual into a master! And to gain mastery in any field, it is a prerequisite to update yourself with the latest buzz and happenings in the dynamic digital marketing industry and gain in-depth knowledge from industry experts!

The essence of Experts PluggedIn involves getting updates directly from the leaders who have been there in the industry with years of experience, sharing their knowledge, empowering you with tips and tricks to enhance and outperform in your domain. We currently have 100+ experts on the Digital Vidya's Experts Panel and are adding new experts to the list every week.

## Sessions

**Digital Disruption is just a Beginning**

**Umang Bedi**

Ex Managing Director - India & South Asia  
**Facebook**

**Content Marketing: Unlock the key to Digital Marketing Success in 2017**

**Virginia Sharma**

Director, Marketing Solutions  
**LinkedIn India**

**Google Analytics for Enhanced Marketing Measurement**

**Swapnil Sinha**

Head of Conversions  
**Google India**

**Unleashing the Power of Modern Marketing**

**Hitu Chawla**

Director Enterprise Marketing  
**Microsoft India**

**Building a Successful YouTube Channel for an Individual and a Brand**

**Aditi Rajvanshi**

YouTube Partner Manager  
**YouTube**

**Affiliate Marketing for Leads Sales Things You must know**

**Swati Bhargava**

Co-Founder  
**Cashkaro.com**

**Digital Changing Consumer Behaviour Reebok (Case Study)**

**Kanika Mittal**

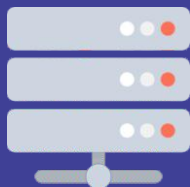
Head - Marketing & Brand Comm.  
**Reebok India**

And many more...

# TOOLS WORTH INR 72,000+ FREE

The real value of learning Digital Marketing at Digital Vidya lies in hands-on assignments & projects you do. A wide range of digital marketing tools are covered in the CDMM program. We've partnered with the best industry players to offer you an exclusive set of paid digital marketing tools free of cost.

*(You can access these tools for a specific period only.)*



## Web Hosting Services

Up (Up to \$500 for Startups only)

Industry standard, cloud-based web hosting service



## Professional SEO Software

INR 4,700/-

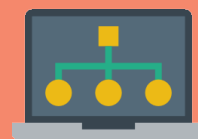
Map your traffic sources and analyze competitor's strategies



## SEO Management Tool

INR 11,500/-

Artificial Intelligence to help you maximize your website traffic



## DIY Landing Page Creator

INR 1,270/-

Create professional and appealing landing pages hassle-free



## Social Listening Tool

INR 40,000/-

View all conversations about your brand on social media



## Social Media Analytics Tool

INR 1,670/-

Analyze & compare your performance with competitors

And many more...

# MANAGEMENT TEAM



## PRADEEP CHOPRA

Among the pioneers of Digital Marketing in India, Pradeep has been part of the Internet Industry since 1999. He is the CEO and Co-founder of Digital Vidya.

Pradeep is an international speaker & an author on Digital Marketing & Entrepreneurship. He is one of the most sought after speakers in Digital Marketing and his speaking assignments include ad-tech, Search Engine Strategies (USA, India), World Social Media Summit at Kuala Lumpur, Social Media Workshops in Singapore, Click Asia Summit, TiEcon, Global Youth Marketing Forum and NASSCOM India Leadership Forum in India. He writes on Entrepreneurship and Digital Marketing for Wall Street Journal, Inc & Entrepreneur Magazines.

A graduate from IIT Delhi, Pradeep is a core member of the Global Committee at SEMPO (Search Engine Marketing Professional Organization), a non-profit that nurtures the growth of Digital Marketing globally. He also sits on the advisory board of Social Media Chambers Malaysia. His obsession for the digital medium has led him to believe that the Internet connectivity is more important than the water supply.



## KAPIL NAKRA

Kapil Nakra, a graduate from IIT Delhi, is a first generation Serial Entrepreneur. He is the Co-founder of Digital Vidya. As a pioneer of Digital Marketing in India, Kapil has grown along with the Internet Industry as a User, a Service Provider and now as an Educator.

He started his entrepreneurial journey in 2000 when he started his 1st venture, Whizlabs Software. At Whizlabs, he pioneered the efforts in building online market for Whizlabs' assessment solutions for enterprises, and helped Whizlabs acquire over 100 Enterprise Customers including blue chip accounts such as Cisco purely using Digital Marketing. Whizlabs won the 'Most Innovative Indian IT Company' award from NASSCOM in 2004.

Kapil is known for his simplistic and inquisitive leading style, which motivates people to think out-of-the-box. It goes without saying that Kapil has a deep passion for Entrepreneurship and Digital Marketing. He is a regular speaker at various Digital Marketing conferences and his previous speaking engagements include speaking at SearchCamp and OMCAR.

# LEAD TRAINERS



## ROHIT UTTAMCHANDANI

[Content Marketing & Social Media Specialist | 5 Years Work Ex ]

The Senior Digital Marketing Manager at Social Beat is a tech savvy and loaded with knowledge about digital media. He is focused on delivering results to his clients. Working with South India's leading Digital Marketing agency, Rohit has assisted many of his top-notch clients in crafting their Digital Marketing strategy and launch their digital marketing campaigns. The precision of his work is reflected in the final outcome.



## REEMA PRASANNA

[Search Engine Marketing Specialist | 12 Years Work Ex ]

The SEM expert, Reema Prasanna was previously working with Google. She worked on high impact US, UK and Canada as part of her role in Google. Later, she gained hands-on experience in the Indian market space being a part of the Digital Marketing industry. Her primary focus remained in the Real Estate, Education, Travel, Ecommerce, FMCG, Food & Beverages, etc. Reema is proficient in offering independent consultations on Search Engine & Display Marketing, Blogger Outreach and Social Content Strategies.



## HIMANSHU ARORA

[Search Engine Marketing Specialist | 7 Years Work Ex]

He has pronounced himself as the Marketing Mafia. The Co-founder of Social Panga, takes pride in his strategizing, designing, and Digital Marketing campaigning skills. Having worked with brands like Coca-Cola, SAP, Accenture, Citibank, HUL, Google, Horlicks, NBA, Decathlon, and more, his work shows that he is the best in what he does. Another feather in his cap was added when he was chosen by Google as a Product and Sales Trainer for Google AdWords which gave him an opportunity to work with the top 50 companies along with the Fortune 500 companies and start-ups. His achievements are evident with his expertise and knowledge.



## **NITHYANANDAN RAMAKRISHNA**

[E- mail Marketing | 12 Years Work Ex]

Enthralled by the conceptualisation of Digital Marketing, Nithyanandan, also known as Nithy, has already spent more than 8 years of his life in the Digital Marketing industry. His life is driven by the motto: work, learn and teach. He is a flawless speaker who can confidently host presentations on a wide variety of topics. Nithy's past works include producing audio-visual content & presentations, copywriting, managing websites, lead sourcing and email marketing. He has delivered overwhelming results to clients over the world.



## **Gauri Awasthi**

[Social Media Expert |16 Years Ex]

Gauri has been a visionary who can strategize and then motivate teams to deliver effectively and beyond. She is an expert in Digital Marketing Strategy making & Media Planning and has executed it for Fortune 100 companies. An innovative go-getter with a passion for creating high impact user experience products/web properties, marketing strategy with a sharp communication and digital advertising.



## **HARSHITA PANDE JOSHI**

[Social Media Specialist | 8 Years Work Ex]

The social media enthusiast, Harshita Pande found solace in Social Media Marketing. Commencing her career with copywriting, it was not long before the digital media pulled her towards itself and has given her motivation ever since. Being a creative thinker, she has earned the reputation of a social media strategist who is known for creating a unique blend of strategy and creativity.





## HARIPRASAD VARMA RAJA

[Search Engine & Social Media Specialist | 10 Years Work Ex]

Hari has two sweet brand names associated with his name: Amazon and Google. At Google, Hari worked with SMB clients in North America. He has a good experience working on Google AdWords, DoubleClick for Search (DS) and Amazon Sponsored Products programs. Currently, Hari is working as an Account Manager in Amazon. Having a substantial amount of experience in Search Engine Marketing and having brand names associated to his, he has positioned himself well in the industry.



## SAMVIDHA SINHA

[Social Media Specialist | 10 Years Work Ex]

Samvidha has served the Digital Marketing industry for over 8 years now. She gave a kick-start to her career with the brand name Google, rendering her services for more than 5 years there. In the 5-year span she internally switched to many job roles like BDE, Account Management for Small Medium Business across North America, Australia, UK & Ireland. She was in charge of the book of business, of over 300 accounts per quarter and gave a 15% growth QoQ using AdWords. She has also worked with big brands such as Ebay, Amazon, Chevrolet, ToysRUs along with small businesses such as Handyman.com, WindowDecals.com and CarBras. Samvidha was the Display Specialist (Subject Matter Expert) in her last role at Google.



## GAURAV ARORA

[Search Engine Marketing Specialist | 8 Years Work Ex]

Gaurav can be best described as a champion in 'disruptive digital marketing and unlocking great user experience'. He has worked with over 50 international and Indian brands like NBA, Decathlon, HUL, ACREX, Horlicks, Archohm, Fensterbau/frontale, etc. He specializes in building online brands right from strategizing, planning, execution, online brand management, UI/UX consulting and overall presence management. The outstanding experience he has, speaks for the level of expertise the man possesses.



## RAJEEV SHARMA

[Web Analytics Specialist | 17 Years Work Ex]

Fascinated by Information Technology, Rajeev, a web analyst, a digital marketer and a coder is the best in all he does. His assistance has enabled many B2B and B2C businesses achieve astounding results. Rajeev has been working on coding for over a decade now. In this period, he has headed and delivered several E- projects by implementing the best of his knowledge. Some of the most profound qualities of Rajeev include growth enhancement through Conversion Rate Optimization (CRO), user experience optimization, website performance optimization, etc.



# INDUSTRY RECOGNITION



A Govt. of India and Govt. of NCT Delhi Co. Initiative  
Test Your Skills, Own Your Future

CDMM Program is offered in association with Vskills, the largest certification body in India. Vskills certification exams are conducted by ICSIL, a Govt. of India Undertaking and Govt. of NCT Delhi Company. Vskills certifications help candidates quantify and prove their skills in a particular domain - skills that are valued by the employer and are in great demand.

## Google Partners Academy

Digital Vidya is the only Digital Marketing Institute, which is a Digital Marketing Training Partner for Google Partners Academy in India. There are over 15 Digital Vidya's Program Leaders who are part of this association and these trainers lead different modules of the CDMM program.



Digital Vidya is also the Digital Marketing training partner for Microsoft Partners in India. It has trained over 250 partners of Microsoft on various aspects of Digital Marketing through a series of nationwide Digital Marketing training sessions.

## facebook

Participants of the CDMM program will pursue a Facebook Marketing Master Certification Course, which is developed in association with Facebook.. In addition to receiving joint certificate from Facebook & Digital Vidya, participants will be able to build mastery on various aspects of Facebook Marketing through this in-depth master certification program.



CDMM program includes a Content Marketing Course, which is developed in association with LinkedIn. Offered as a specialization module, this course trains CDMM participants about the opportunity of Content Marketing for their Career & Business growth.

## NASSCOM

We are associates of NASSCOM and create benefitting programs for students in tandem Whether it be internships, mentoring or knowledge sharing, our association with NASSCOM has really benefitted our alumni.

# WHAT DO OUR EXPERTS SAY ABOUT US?



“Thanks for sharing insights on #SocialMedia with Citibank Marketing Team.”

**SANJEEV KAPUR**  
Chief Marketing Officer



“Strongly recommend to anybody who wants to leverage Social Media for business objectives.”

**SAMEER BAJAJ**  
National Head Corporate Communication



“We will be happier to hire from Digital Vidya Alumni for our Digital Marketing needs.”

**AMIT JAIN**  
CEO & CoFounder



“All you need is Digital Vidya to keep yourself abreast of Digital Marketing Concepts.”

**SWATI BHARGAVA**  
Co-Founder



“Crisp, Clear and delivered well. Good program to improve use of social media in their lives.”

**RAMACHANDRA YADAVILLI**  
Head Marketing



# WHAT DO OUR PARTICIPANTS SAY ABOUT US?



"I chose **Digital Vidya** because they have full confidence on their own to make others career bright through their active Placement Assistance because nobody in the industry is ready to give the placement guarantee."

**MUKESHKUMAR RAJPUROHIT**

Digital Marketing Officer, ePro Labs



"I would say what **Digital Vidya** is doing is for a wonderful cause where they understand the requirement of each students and are ready to go to any extent to make the student feel comfortable."

**KALYANARAMAN SUBRAMANIAN**

Director of Marketing & Business Development



"**Digital Vidya** fitted into my search as I found its curriculum well-aligned with the current requirement for learning digital marketing & it has not branded its course as a medium of earning quick money but concentrated on the knowledge component of digital marketing."

**DEBASISH NANDY**

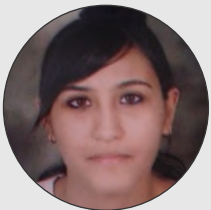
Educator Turning into Entrepreneur



"**Digital Vidya** is doing a fabulous job in educating people about the benefits of digital marketing. They are using all the tools quiet effectively in terms of not only educating but engaging the people too. They are here to rock ! Cheers !"

**VARUN BANGIA**

Senior Manager- MarCom, Citygrocer



"Honestly, I got a job because of **Digital Vidya's** placement team so I would say they are the pro and will guide you the best .So if you want any career advice go to Digital Vidya's team, they will guide you."

**SAKSHI JAIN**

SEO Executive, W3Era Web Technologies Pvt. Ltd.



"**Digital Vidya** has been playing a great role in educating & supporting in building a career in Digital Marketing across the globe. I feel thankful and proud to be a part of Digital Vidya."

**SUBHASHISH DAS**

Freelance Digital Marketing Consultant

# CORPORATE CLIENTS

## INTERNET COMPANIES



## MEDIA, ENTERTAINMENT AND PUBLICATIONS



## CONSUMER GOODS



## BFSI



## TRAVEL, AUTO AND AVIATION



## IT AND ITES



## EDUCATION



भारतीय प्रबंध संस्थान रायपुर  
INDIAN INSTITUTE OF MANAGEMENT  
RAIPUR



## MARKETING AND ADVERTISING



MADISON

DDB<sup>®</sup> mudragroup

**MEDIACOM**  
People First ▶ Better Results

publicitas

OgilvyOne  
worldwide

## DIGITAL MARKETING



**iii SOCIAL**  
WAVELENGTH



**hungama**

Quasar

INDIGO  
CONSULTING

## TELECOMMUNICATIONS

ERICSSON

NOKIA



**airtel**

SAMSUNG

vodafone

## GOVERNMENT



## HEALTHCARE

**Fortis**



**Abbott**  
A Promise for Life

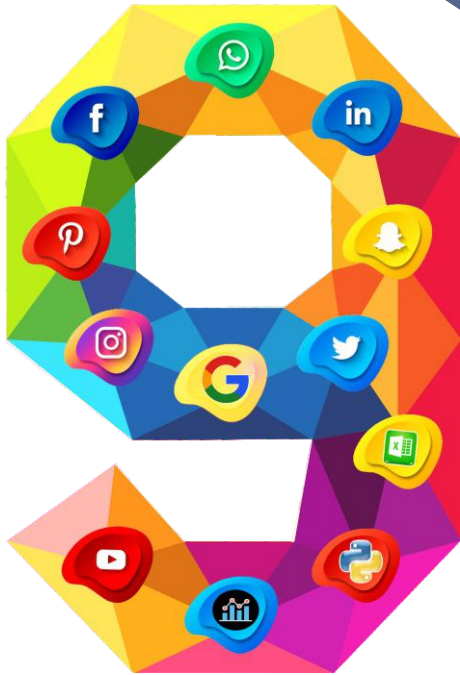
## NON PROFIT

**Sightsavers**

**GREENPEACE**

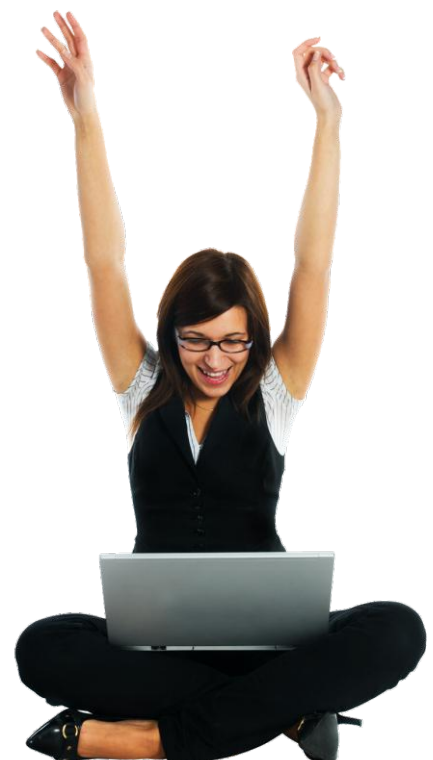






- 35,000+ Participants
- 3000+ Trainings
- 55+ Countries
- 9+ Years

**Digital Vidya**  
9 Years of Excellence!





# Digital Vidya

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